

CASE STUDY

of

IT SERVICES PROVIDER

SOLUTION PROPOSED

Customized Database
&
Data-Hygiene Services



Client Background:

The client is a leading Information Technology services provider located in the San Francisco Bay area. The company specializes in providing IT consulting services, IT application development services, auditing services, and IT management advisory services to the businesses across the globe. Their vision is to guide their clients through complex technology projects.

Challenges:

The first challenge the client faced was an outdated database. Their target market was the US and most of the contact records in their list were expired, duplicate or incomplete. Their second challenge was finding the right way to cleanse and append their business mailing lists and the third one was to create and solicit email marketing campaigns as per their requirements.

These challenges were failing the marketing efforts of the client's sales and marketing teams.

The client required Blue Mail Media to provide them with updated and error-free Email Database of IT decision makers such as IT Managers, IT Systems Administrators, CIOs, and CTOs from various industries across the US.

Solution Phase:

Blue Mail Media took a holistic marketing approach and divided the solution phase into three stages.

At stage 1, we assessed the quality of the client's in-house database.

At stage 2, based on the outcomes of the first stage, Blue Mail Media did auto-cleansing (data-hygiene) of the in-house data and also scrutinized the lapsed contact records manually.

At stage 3, Blue Mail Media built a highly segmented database that was customized as per the client's requirements. It aimed to increase the revenue by 42%.

Final Outcome:



92% accuracy on B2B email lists



The client achieved a 30% increase in the subscriber base



42% increase in ROI



28% increase in website visits



300 E Royal Ln #127,
Irving, Texas – 75039
1-888-494-0588
sales@bluemailmedia.com



About Blue Mail Media:

Blue Mail Media is one of the leading Demand Generation companies delivering innovative and customized B2B Database solutions. With a motive to support your sales and marketing teams in the lead generation process, Blue Mail Media maintains a rich directory of decision makers across all industries and provides marketers with complete access to information to reach out to their prospects via emails, physical mails or telephone.

Free Consultation on your Marketing Needs



1 - 888 - 494 - 0588

sales@bluemailmedia.com

www.bluemailmedia.com

300 E Royal Ln # 127, Irving, Texas 75039